



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary

Wisconsin No-Call List

IMPORTANT INFORMATION

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) registers telephone solicitors for participation in the Wisconsin No-Call List Program. The registration year begins December 1, 2011 and ends November 30, 2012. Wisconsin No-Call Lists are sent quarterly and will be effective January 1, April 1, July 1 and October 1, 2012.

Under Wis. Stats., § 100.52, Telephone Solicitations, the Wisconsin Legislature directed the Wisconsin Department of Agriculture, Trade and Consumer Protection to create a "no call" list of consumers who do not wish to receive telemarketing calls, to register telemarketers who make telephone solicitations, and, on a regular periodic basis, to update the No-Call List and distribute it to registered telemarketers. The law also mandated that WDATCP adopt rules to implement the telemarketing No-Call List Program. The effective date for this rule, Wis. Admin. Code Ch. ATCP 127, subchapter V, is December 1, 2002.

The Wisconsin No-Call List consists of local exchange and mobile telephone numbers and zip codes of Wisconsin residential telephone subscribers who have elected not to receive telephone solicitations. Telephone solicitors who unlawfully call numbers on the No-Call List and are in violation of law are subject to forfeitures. Calling consumers on the list and not registering as a telephone solicitor are separate violations. Wisconsin No-Call laws are vigorously enforced.

Enclosed is a registration packet. If you would like a copy of the rules or statutes, please visit www.legis.state.wi.us. This information and a copy of the forms pertaining to this program are available by e-mailing WNoCall@Wisconsin.gov or by calling 1-800-422-7128 (toll-free in Wisconsin) or 608-224-5175.

Directions for completing the telephone solicitor registration form:

Registration form - Please review each line item. In the "legal name" section, if a sole proprietorship, provide the individual's full name. If a partnership, corporation, cooperative or other, provide the company's full legal name. Do not include trade names in this section. There is a separate section for listing trade names. Be sure to include the state in which the legal entity was formed. You may attach additional sheets if you need more space.

The telephone solicitor registration form requests personally identifiable information. Personal information you provide may be used for purposes other than that for which it was originally collected (Wis. Stat. §15.04(1)(m)). In the future, if there are any material changes relative to your registration information, you have 30 days to notify WDATCP in writing.

Backside of the registration form – Complete the backside of the registration form to calculate your registration annual fee. Follow the directions for each line item. Each quarter, you will receive one free copy of the Wisconsin No Call List by email. (Please be sure to include your email address in Part C.) You need to identify any additional email, compact disc and/or hard-printed copies of the Wisconsin No Call List you want in order to calculate the appropriate fees. Be sure to sign and date the bottom of this registration form.

The Wisconsin No-Call List Program requires an annual registration fee that you may pay in quarterly payments. The annual registration fee is not prorated. Please return all pages of the registration form and a check (payable to "WDATCP") to: **WDATCP, PO Box 93178, Milwaukee, WI 53293-0178**. Receipt and deposit of the application form and/or fee does not constitute an approved telephone solicitor registration. **An incomplete registration form may result in delays or denial of your registration.**

The No-Call List is updated quarterly and distributed according to the registrant's specifications on the registration form. If a telemarketer registers mid-quarter, the most current copy of the list will be provided by email or compact disc. WDATCP will send registrants located outside of the United States the No-Call List by email only.

The telephone solicitor registration is not transferable and the annual registration fee is not prorated.

If you have any questions about this program, please call 1-800-422-7128 (toll-free in Wisconsin) or 608-224-5175 or e-mail DATCPWNoCall@wisconsin.gov. Thank you for your participation in the Wisconsin No-Call List Program.

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Wisconsin Department of Agriculture, Trade and Consumer Protection
(WDATCP)

Clarification of WDATCP Policies Regarding Telephone Solicitors

Definition of a Telephone Line

Wis. Admin. Code § ATCP 127.80 (8) defines a **telephone line** as a circuit or channel, including a voice grade equivalent channel, that is derived from a line, cable or digital facility, and that may be used to make a telephone call.

A T1 line can transmit 24 digitized voice channels. A T3 line is equal to having 28 T1 lines.

If you are using a T1 line, you have access to 24 channels or telephone lines. Therefore, a T1 line should not be considered one line and, in fact, may be as many as 24 lines.

Under this definition, a “telephone line” includes wireless channels.

Scrubbing

A person that scrubs No Call telephone numbers from a list of telephone numbers and distributes the scrubbed list to other persons who may use the list for telemarketing must register as a telephone solicitor with WDATCP and may only distribute scrubbed leads to a person who is also registered as a telephone solicitor with WDATCP.

If a telephone solicitor is using scrubbed leads, the telephone solicitor and the distributor of the scrubbed leads must both register with WDATCP as a telephone solicitor.

Wis. Stat. § 100.52 (3)

Registration/Renewal

The telephone solicitor registration is not transferable. The total annual registration and registration renewal fees are not prorated. Annual registration/renewal fees may be paid on a quarterly basis.

Wis. Stat. § 100.52 (3) and Wis. Admin. Code § ATCP 127.81

Registration Renewal Late Fees

The telephone solicitor registration renewal form and payment must be postmarked and mailed to WDATCP on or before November 30 (the due date) and received by WDATCP before December 8. A person who files an application for the renewal of a telephone solicitor registration after the registration has expired (November 30) shall pay, in addition to the total annual registration fee (includes the renewal fee, the telephone line fee and list distribution fees), an additional fee equal to 20% of the total annual registration fee.

Wis. Stat. § 93.21 (5) (b)